

United States Department of the Interior
National Park Service

FINAL

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Indianapolis White Castle #3

other names/site number _____

2. Location

street & number 660 Fort Wayne Avenue

city or town Indianapolis

state Indiana

code IN

county Marion

code 097

zip code 46204

☐ not for publication

☐ vicinity

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national

statewide

X local

James A. [Signature]

Signature of certifying official/Title

5/4/2011

Date

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register

determined eligible for the National Register

determined not eligible for the National Register

removed from the National Register

other (explain):

Signature of the Keeper

Date of Action

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

☐ private
☐ public - Local
☒ public - State
☐ public - Federal

Category of Property
(Check only one box.)

☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE-Restaurant

Current Functions
(Enter categories from instructions.)

GOVERNMENT-Government Office

7. Description

Architectural Classification
(Enter categories from instructions.)

Late 19th and Early 20th Century American

Movements

Other: 20th Century Functional

Materials
(Enter categories from instructions.)

foundation: Glazed Brick

walls: Glazed Brick

roof:

other:

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

Indianapolis White Castle #3 is a small, all-white, one-story structure that has battlements at the roof line along with other architectural references to a castle. These same elements have characterized White Castle buildings since the inception of the company and are still found on the chain's buildings today. The glazed brick structure faces the diagonal intersection of three streets and is situated on a northeast-southwest axis. The original portion of the building remains in-tact and includes a 1951 addition on the southwest elevation that contributes to the structure. The interior of the building has been significantly altered and no longer contains characteristics of the White Castle restaurant.

Narrative Description

Indianapolis White Castle #3 is a small one-story structure constructed of white glazed bricks laid in a stretcher bond pattern with a parapet roof. The building has architectural elements that are evocative of a castle including battlements at the roofline and buttresses flanking the main entrance. The style of the building is a variation of Twentieth Century Functional and is part of the Late 19th and Early 20th Century American Movements. The building is representative of the early styling of White Castle restaurants. From the inception of the company, White Castle restaurants were constructed as small, one-story white buildings with architectural elements reminiscent of a castle. Indianapolis White Castle #3 is one of only a few surviving buildings constructed of the glazed brick that was used in the earliest White Castle restaurants before the introduction of porcelain steel structural systems in 1929.¹ The battlements along the roofline and the buttressed tower at the main entrance, along with the white color of the exterior walls, have been incorporated into the design of each White Castle building constructed since the establishment of the company.

Originally constructed in 1927, the building underwent interior renovations in 1930 to add more seating space for patrons. The original building contained only five stools for customers and the 1930 renovation added 4 more.² An addition extending the building by 8 feet was added on the southwest elevation in 1951. The bricks on the addition are a slightly darker shade of white and are identical in size. The stretcher bond pattern on the original portion of the building continues on the addition with single courses of soldier bricks interspersed as a decorative element. The window sills and lintels are composed of varying courses of white glazed brick identical to those that compose the exterior walls.

Further alterations were made to the building after White Castle discontinued the location in 1979. The property was renovated in 1983 for use as offices for a real estate company. These alterations included interior renovations and the addition of a single merlon at the center of the parapet wall of each elevation. Alterations to the tower removed one course of corbelling, but the original appearance of the tower was maintained. The exterior's architectural integrity of the building has been retained and its original use as a White Castle restaurant is still clearly visible.

¹ R.A. Dadisman, "New All-Metal Construction Principle," *Sheet Metal Worker* (September 6, 1929), 572.

² White Castle Systems, Inc. Company Records, Ohio Historical Society Collection.

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The exterior walls of the building are white glazed brick laid in a stretcher bond pattern. Green glazed brick is visible around the building at the foundation. The green foundation bricks on the northeast elevation are laid in a single soldier course with a triple course of stretcher bond at the buttresses. The foundation bricks on the southeast elevation are laid in a single soldier course with decorative elements consisting of a triple stack of bricks composed of two soldier bricks at both the top and the bottom and a single horizontal stretcher brick in the center. These triple stacks of brick are at each corner of the building and on the southeast and northwest elevations at the point where the 1951 addition joins the original portion of the building. The foundation bricks at the southwest and northeast are only nominally visible due to the sidewalk that abuts the building on these sides.

The main entrance door is located at the east corner of the northeast elevation. The entrance is slightly recessed and is flanked by buttresses that rise to the roofline of the tower. The buttresses are thicker from the foundation to approximately 18 inches above the top of the door. The tops of the thicker portion of the buttresses meet the exterior wall diagonally and are capped with a double course of soldier bricks. The buttresses are flush with the wall and the east buttress is incorporated into the bond pattern of the southeast elevation. The metal door is brushed aluminum with one large light. There are two lock plates on each side of the glass and no exterior hardware.

An additional pair of buttresses sits at the west side of the northeast elevation and is similar in appearance to those to the east. The lower portions of these buttresses are identical in appearance and rise to the same height as those to the east but the upper portion does not continue to the roof. Historic photographs show that a window was once located between the west pair of buttresses. The window is now removed and the area infilled with brick matching the surrounding exterior wall. A metal fixed storefront window sits in the center of the northeast elevation and is horizontally divided into one large light below with a smaller light above. The sill is a double rowlock course of white glazed brick. A wide signboard approximately four feet wide by one foot tall sits above the window. The board has painted wood trim and historic photographs indicate that this is the original location of the signboard.³

The southeast elevation includes the original portion building to the east and a portion of the 1951 addition to the south. The brick is laid in a stretcher bond pattern throughout this elevation. The portion of the wall built in 1951 have bricks of a slightly darker shade of white. A single row of soldier bricks sits eleven courses above the foundation. The soldier course extends from the east corner of the building to the point where the 1951 addition adjoins the original structure. At each end of the soldier course the triple stack decorative element positioned at the foundation corners is repeated. Above the soldier course is a window with a metal casing divided into a large fixed lower light and a smaller fixed upper light. The window sill is composed of a single rowlock course and the lintel is a single soldier course. A wide fixed metal window sits to the east and has a large lower light with a smaller light above. The sill is a single rowlock course and there is no differentiated lintel. A sign board with painted wood trim is positioned directly above this window and measures approximately 3 x 1 feet. Historic photographs indicate this is the original location of the signboard.⁴

The southwest elevation was part of the 1951 addition. The exterior wall is white glazed brick laid in a stretcher bond pattern, identical to that on the other elevations. A window with metal casing and a single fixed light is positioned to the west. The sill is a single rowlock course of white glazed bricks

³ *Indianapolis Star*, "Nearly 34 Million Served," 29 April 1979.

⁴ *Ibid.*

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and the lintel is a single soldier course. A brushed aluminum metal door with a single upper light sits in a slightly recessed opening and is positioned to the south of the window. The casing is brushed aluminum. Two partial courses of soldier bricks sit eleven courses above the foundation. One partial course is positioned between the window and door and the other is to the south of the door.

The northwest elevation has no window or door openings and is composed of white glazed brick laid in a stretcher bond pattern. Patches of brick on this elevation are a slightly darker shade of white, indicative of areas of repair or infill. A partial course of soldier bricks sits eleven courses above the foundation and is suggestive of the window sills found on the southeast and southwest elevations. The darker shade of brick above this feature suggests a previous window opening at this location that has been infilled with matching brick.

The building has a parapet roof with stone coping. Battlements rise from the north, south and west corners of the building and the center of each wall. A tower at the east corner rises approximately four feet above the parapet and also has stone coping. The buttresses flanking the entrance door on the northeast elevation are incorporated into the exterior walls of the tower and form battlements at the roofline. The area between the buttresses forms an embrasure on the northeast elevation that is the width of the entrance door. Two courses of corbelling run around the perimeter of each of two merlons on the tower.

Historic photographs of the building show that the building has been altered from its original appearance but retains a great degree of its historic character and integrity. A photograph from 1927 illustrates the original arrangement of the brick courses that form decorative trim around the exterior.⁵ The photograph also shows the placement of green glazed brick on the northeast and southeast elevations as decorative elements at the east tower and between the battlements at the north corner. The green brick decorative elements have been removed and the courses of soldier bricks shown on the photograph have been altered and replaced by courses of soldier bricks in places. A fabric awning was originally hung over the window at the southeast elevation closest to the east corner. The photograph also shows that the original building lacked stone coping on the parapet wall at the roof. Coping was added during the 1951 renovation and the roofline was further altered in 1983 by the addition of a single merlon in the center of each wall.

The interior of the building has been renovated from its original appearance and has sheetrock walls, a dropped acoustical tile ceiling and carpeted floors. The original stainless steel window casings remain intact throughout the interior. The doors and trim throughout the interior are painted wood. The main entrance door at the north corner opens to a reception area with a bathroom to the southwest. The remainder of the interior is divided into three equally sized rooms that are accessed from a short central hall connected to the reception area. One room is located at the west corner of the building to the southwest of the bathroom. The other two rooms are on the southeast side of the building. A utility closet is located between the rooms and is accessed from the room at the south corner.

⁵ Photograph, White Castle, 650 Fort Wayne Avenue, Indiana Historical Society, Bass Photo Collection. Photograph published in Joan Hostetler, *Diners, Ducks & Drive-Ins: A Look at Indiana's Roadside Architecture* (Indiana Historical Society, 1991), 10.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.

☐ B Property is associated with the lives of persons significant in our past.

☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions.)

Commerce

Architecture

Period of Significance

1927-1951

Significant Dates

1927

1951

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

☐ A Owned by a religious institution or used for religious purposes.

☐ B removed from its original location.

☐ C a birthplace or grave.

☐ D a cemetery.

☐ E a reconstructed building, object, or structure.

☐ F a commemorative property.

☐ G less than 50 years old or achieving significance within the past 50 years.

Period of Significance (justification)

The period of significance is the date of the building's construction and the year that the southwest addition was constructed.

Criteria Considerations (explanation, if necessary)

N/A

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

Indianapolis White Castle #3 is eligible for listing on the National Register of Historic Places under Criteria A and C. Built in 1927, the structure is the oldest surviving White Castle building in Indiana and one of the three oldest remaining White Castle buildings in the United States. Associated with a period of history that revolutionized the food industry and paved the way for dramatic changes in American society, the building continues to be a reminder of the chain that helped make fast food an American icon. The unique appearance of the building is representative of the early architectural styling of White Castle restaurants and incorporates elements redolent of a castle, which is a unique architectural trope and has served as the inspiration for many imitators.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Criterion A

The first White Castle restaurant (razed c. 1960s) was opened March 1, 1921 in Wichita, Kansas. The restaurant was not the first to offer hamburgers on its menu, but the chain that grew from this initial location would serve to popularize the hamburger and raise it to iconic status in American culture. America in the 1920s was poised for dramatic changes that would occur over the next decades. Modern technology, such as cars and the widespread availability of telephones and electricity, meant America would evolve from a society of immigrants with disparate cultures to a unified society with a universally recognized set of beliefs.

Restaurants in the early 20th century offered mostly regional fare and dining out was not the common occurrence it became later in the century.⁶ Diners, lunch wagons and cafeterias began to sprout around the country during the early part of the century, particularly in locations near factories where workmen found it difficult to return home for lunch. Small eateries offering ethnic fare also became more popular as immigration soared to new levels in the early part of the 20th century. It was in this environment that J. Walter "Walt" Anderson opened a series of hamburger stands in Wichita, Kansas. His first restaurant was a diner operated out of a remodeled streetcar. The main draw of the restaurant was the unique way of preparing the hamburger, involving a hot grill and a public display of grinding the meat.⁷ Lacking the capital to expand his business further, he joined forces with Edgar Waldo "Billy" Ingram to open the first official White Castle restaurant.

Ingram brought his previous business experience from years in the real estate and insurance industries to the partnership. With \$700, Ingram's keen business acumen and Anderson's prior experience in flipping hamburgers, the pair opened their first restaurant. Ingram rebranded Anderson's existing operation with a new name, a new appearance for the building that housed the restaurant and a progressive business management philosophy. Ingram explained that the White in the name represented purity and cleanliness and the Castle part of the name represented strength and permanence. The distinctive architecture of White Castle restaurants was inspired by the design of the Chicago Water Tower, the only structure to survive the Great Chicago Fire in 1871. The stone

⁶ Mark Kurlansky, *The Food of a Younger Land* (New York: Riverhead Books, 2009), 3.

⁷ E.W. Ingram, Sr., *All This From a 5-cent Hamburger: The Story of the White Castle System* (New York: The Newcomen Society, 1964), 10.

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tower has medieval architectural references with a large crenellated turret. The tower was a symbol of strength and further reinforced the image of stability Ingram strove to create with the choice of name and architectural design for the venture.

The insistence on an image of purity and cleanliness for the business grew from the widespread fears in America at the time about the dangers of ground meat and the meatpacking industry. Publication of *The Jungle*, by Upton Sinclair, in 1906, created a profound stigma against the meat packing industry in America. The book includes a section that details practices in meat packing plants at the turn of the 20th century and exposes the dangers that the industry posed to the safety of American food. As a result, Americans became extremely apprehensive about consuming meat, especially in ground form. Hamburgers were found only at fairs and amusement parks and were often of questionable quality and sanitation. Ingram and Anderson sought to reverse this negative perception of hamburgers by creating a squeaky clean and positive image for their restaurants.⁸

Patrons responded favorably to the new restaurant and the chain expanded rapidly during the 1920s. Three more White Castles were opened in Wichita during 1921 and the chain expanded to Omaha in 1923, Kansas City in 1924 and St. Louis in 1925. Two restaurants were opened in 1922 in El Dorado, Kansas, 80 miles northeast of Wichita, but the locations were later sold to an outside party.⁹ As Ingram and Anderson expanded the chain, a model of standardization was developed so each restaurant would provide patrons with a uniform experience and product. The emphasis on standardization was not confined to White Castle and reflected the American public's growing desire for uniformity of goods throughout the marketplace. Ingram took a conservative approach to expansion and retained complete ownership of each White Castle restaurant, eschewing franchise agreements. The company paid in cash for the construction of new restaurants, avoiding borrowing money.

As White Castle expanded into new markets, food production plants were opened to process the meat used for hamburgers patties and hamburger buns were baked from scratch. Ownership of factories manufacturing White Castle products (patties, buns, paper products) allowed for the sale of a consistent product offered each location, which also allowed the company to save on costs. Bill Ingram founded the Paperlynen Company, which produced paper napkins, aprons and the iconic White Castle hats each employee was required to wear. The company later began producing products for other restaurant chains. The largest operation owned by White Castle was the Porcelain Steel Buildings Company, opened to produce the white enamel steel buildings that became standard after 1930 for all White Castle restaurants. Prior to the 1930s, the restaurants were constructed of white-washed concrete blocks and later, white glazed brick.

To further supervise each location, White Castle management embraced the new field of aviation and, in 1927, purchased the first of several small airplanes that would be used to travel to each location on a regular basis. The "Hot Hamburger," a company newsletter, was first published in 1926 and provided news about employees of each restaurant and allowed management to disperse wisdom and advice designed to increase sales. The hamburger was touted as healthy and convenient and advertisements and newsletters from the early days of the company show a healthy

⁸ David Gerard Hogan, *Selling 'em by the sackful; White Castle and the Creation of American Food* (New York: New York University Press, 1997), 30.

⁹ White Castle Systems Records.

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dose of propaganda promoting this message. A scientific study was commissioned in 1930 by White Castle to prove that a University of Minnesota medical student could live for 13 weeks solely on White Castle hamburgers and water. The results allegedly determined a child could develop normally on a diet of only White Castle hamburgers and water. To round out the company's image of cleanliness, each employee was required to adhere to strict guidelines of hygiene, uniform and personal conduct.¹⁰

The White Castle chain continued to expand, moving east to New York in 1926 and expanding even further into the Midwest. The sustained success of the restaurants provided a model for scores of imitators, many of whom assumed not only the business practices but a version of the company name as well. Among the imitators in the 1920s and 1930s were White Palace, White Tower, Modern Castle and Castle Blanca. White Castle lawyers instructed imitators to cease using the offending name and warned of legal consequences if the restaurant did not comply with the request. While blatant imitators were common, the White Castle chain did provide the model for many restaurants that would later become giants of the fast food industry, such as McDonald's, Burger King, and Wendy's. Ray Kroc, the founder of McDonald's, credits White Castle as the first place he saw hamburgers being eaten outside the home.¹¹ According to David Hogan, a culinary scholar:

It may be said that Billy Ingram did for the hamburger and eating in America what Henry Ford did for the automobile and transportation. Prior to the creation of White Castle, no single food was universally consumed across the country; most Americans ate according to ethnic tradition, regional taste, or economic necessity.¹²

The standardization of nearly every aspect of the White Castle chain was an innovative and progressive tool and inspired imitation of the architecture, construction techniques, menu items and operating procedures of the company. A 1932 brochure advertised:

"When you sit in a White Castle remember you are one of several thousands; you are being served on the same kind of counter; the coffee you drink is made in accordance with a certain formula; the hamburger you eat is prepared in exactly the same way over a gas flame of the same intensity; the cups you drink from are identical with thousands of cups that thousands of other people are using at the same moment..."¹³

White Castle continued their expansion efforts and in 1927 three locations were opened in Indianapolis. While the name suggests it was the third location, Indianapolis #3 was the second location opened, due to construction delays on Indianapolis #2. The restaurant opened its doors to business on August 6, 1927, and during its first full week of operation did \$434.20 in sales.¹⁴ The restaurant was constructed of white glazed brick and had an enamel steel interior. There were five seats for eat-in customers and the restaurant was equipped with a take-out window.

¹⁰ Hogan, *Selling 'em by the sack*, 34.

¹¹ John A. Jakle and Keith A. Sculle, *Fast Food: Roadside Restaurants in the Automobile Age* (Baltimore: John Hopkins University Press, 2002), 100.

¹² David Gerard Hogan, "White Castle: Billy Ingram's Burger," *Roadside Architecture* 16, no.2 (April 1999); 20.

¹³ Philip Langdon, *Orange Roofs, Golden Arches; The Architecture of American Chain Restaurants* (New York: Alfred A. Knopf, 1986), 30.

¹⁴ White Castle Systems Records.

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Criterion C

Indianapolis White Castle #3 was typical of buildings constructed by the company between 1925 and 1929. The restaurants prior to 1925 were constructed of white-washed concrete block with a crenellated roofline and a standard 10' x 15' floor plan. Starting in 1924, the restaurants were constructed of white enamel-glazed brick, which Ingram believed better represented the image of cleanliness and efficiency.¹⁵ Construction manager Lloyd Ray commented that, "the white glazed brick is the best money can buy, is artistically built...and is very sanitary."¹⁶ By 1929 the company had switched to a portable enameled steel building as the design for each restaurant. The buildings were manufactured off-site and assembled quickly within a few days at each location. The buildings were cheaper and more efficient to construct than the previous glazed brick models. By 1934, White Castle had founded the Porcelain Steel Buildings Company, a subsidiary that produced buildings for the company's own use and marketed structures to other restaurants and filling stations.¹⁷

Originally constructed in 1927, the building underwent interior renovations in 1930 to add more seating for customers. An addition was built on the southwest elevation in 1951 to accommodate a larger carry-out section. The small interior dimensions and limited seating were employed to promote the use of carry-out service.¹⁸ Parking spaces for 19 cars were added around the building to accommodate increased vehicular traffic at the location.¹⁹ The dramatic increase of automobile traffic during the 1940s and 1950s meant an increased demand for carry-out as the era of drive-ins and carhops was ushered in throughout the country.

Indianapolis White Castle #3 is one of only three surviving examples of the glazed brick buildings constructed between 1924 and 1929, when the porcelain steel building came into use. Kansas City #2, constructed in 1924, is still standing, but lacks the crenellated roofline and architectural details that are present on the Indianapolis building. Minneapolis #7, constructed in March 1927 is still standing but has been compromised by adjoining buildings and deterioration of brick on the façade. Indianapolis White Castle #3 is the oldest White Castle building in Indiana and the third oldest in the United States.²⁰ The Indianapolis building also holds the record for the White Castle chain with the longest continual period of operation in an original building. The restaurant was closed for a brief period between February 15, 1931 and April 1, 1931 because of declining sales due to the Depression. With the exception of this period of closure, Indianapolis#3 was open continuously from its first day of business on August 6, 1927 until April 30, 1979, when the location was discontinued and a new restaurant opened less than a mile away.²¹

Conclusion

After officially closing its doors as a restaurant in 1979, White Castle #3 sat vacant for a few years. The closing of the longest operating fast food restaurant in the country made national news and

¹⁵ Hogan, *Selling 'em by the sack*, 44.

¹⁶ *White Castle House Organ*, 5 March 1927.

¹⁷ "White Castles Constructed of Porcelain Enameled Sheets", *The Iron Age Magazine*, (6 September 1934).

¹⁸ Carolyn Walkup, "E.W. Ingram," *Nation's Restaurant News* 81, February 1996.

¹⁹ White Castle Systems Records.

²⁰ Information from White Castle System, Inc. records and Minneapolis and Kansas City Assessor's Offices.

²¹ White Castle Systems Records.

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newspaper articles were published in many major newspapers.²² Encouraged by Historic Indiana Landmarks Foundation (now Indiana Landmarks) and the Indianapolis Historic Preservation Commission, the building was marketed for use as a repurposed office space. Initially listed for sale by Hurwitz Real Estate Company, Richard Hurwitz, and his father, John, decided that it would make a great office for their company. Before the Hurwitzes officially occupied the former restaurant in 1983, they renovated the building, "...removing the floor down to the dirt [and removing] the trademark stainless steel..."²³ The interior renovation of the building left the exterior of the building largely intact. An original window opening on the northeast elevation was infilled with brick and additional battlements were added at the roof, but the building was left mainly intact. Hurwitz Realty Company occupied Indianapolis White Castle #3 until 1996. The building stood vacant until it was purchased by the Indiana State Armory Board in 1998. It is currently used as a recruiting office. The small lot size of the original building and the limited options for construction on such an undersized plot of land may have allowed the building to remain standing when others around it were demolished. In an effort to keep land leasing costs low, Ingram chose small lots with enough ground for only the building itself.²⁴ The location remains an urban setting with a large administration building to the north and one and two story commercial buildings to the south. Multi-story apartment buildings and commercial structures predominate in the blocks surrounding the building.

The progressive concept of standardization that made White Castle widely popular and inspired Bill Ingram and Walt Anderson inspired the creation of many other fast food chains, was also present in the architecture of the company's restaurants. The chain was the first to present an entirely uniform architectural image, with the only exceptions being the introduction of new building types.²⁵ The standardized architectural appearance required free-standing buildings and permitted a new approach to design. The rise in automobile use, beginning in the 1920s, required attention-grabbing designs to slow the rapid pace of motorists. Essentially, buildings had to yell out at passers-by, "Spend Money Here."²⁶

Indianapolis White Castle #3 is one of only a few surviving examples of the unique architectural designs created by restaurant founders Ingram and Anderson. The building is a tangible representation of their innovations, which created a new business model for American corporate culture in the 20th century. The building's architectural and cultural merits make it an excellent candidate for the National Register of Historic Places under Criteria A and C.

Developmental history/additional historic context information (if appropriate)

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

"All This from a 5c Hamburger." *Indiana Preservationist*. August 1977, 9.

²² *Indianapolis Star*, "Nearly 34 Million Served," 29 April 1979. Syndicated by United Press International, 30 April 1979

²³ Brennan, Patricia L., "Hamburger Haven-Turned-Office," *Indianapolis Business Journal* (Indianapolis), September 15-21, 1986.

²⁴ Ingram, *All This From a 5-cent Hamburger*, 19.

²⁵ Langdon, *Orange Roofs, Golden Arches*, 30.

²⁶ Hostetler, *Diners, Drive-Ins and Dicks*, 1.

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Stapleton, Shirley. Interview by William Selm, 24 April 1985.

Walkup, Carolyn. "E.W. Ingram." *Nation's Restaurant News* 81 (February 1996).

White Castle Official House Organ, 18 June 1927 through 1 December 1928.
White Castle Systems, Inc. Company Records, Ohio Historical Society Collection.

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"White Castles Constructed of Porcelain Enameled Sheets", *The Iron Age Magazine*, 6 September 1934.

Witzel, Michael Karl. *The American Drive-In*. Osceola, WI: Motorbooks International, 1994.

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____
☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

☐ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☒ Other

Name of repository: Indiana Landmarks

Historic Resources Survey Number (if assigned): 098-296-01539

10. Geographical Data

Acreage of Property Less than one acre

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1 16 572330 4403720
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (Describe the boundaries of the property.)

Beginning at the northeast corner (or eastern most point) of Lot 12, thence westwardly along and with the north lines of said Lots 12, 11 and 10, 155 feet 10 inches to a point in the north line of Lot 10; thence south 60 feet to a point; thence east parallel with the north lines of said Lots 10, 11 and 12 to a point in the east line of said Lot 12; thence northeastwardly along and with the east line of said Lot 12, to the place of beginning.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the Indianapolis White Castle #3 building and the nineteen spaces for vehicular parking.

11. Form Prepared By

name/title Hannah W. Collins, Brent Rosenberg, and Rebecca Smith

organization Indiana Landmarks

date March 2, 2011

Indianapolis White Castle #3
Name of Property

Marion County, Indiana
County and State

street & number 340 West Michigan Street telephone 317-639-4534
city or town Indianapolis state Indiana zip code 46202
e-mail rsmith@indianalandmarks.org

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: **Indianapolis White Castle #3**
City or Vicinity: **Indianapolis**
County: **Marion** **State:** **Indiana**
Photographer: **Hannah W. Collins**
Date Photographed: **August 4, 2009**

Description of Photograph(s) and number:

- 1 of 12: Northwest and northeast elevations, looking south.
- 2 of 12: Southwest and southeast elevations, looking north.
- 3 of 12: Northeast elevation, looking southwest.
- 4 of 12: Southeast elevation, looking northwest.
- 5 of 12: Southwest elevation, looking northeast.
- 6 of 12: Northwest elevation, looking southeast.
- 7 of 12: Tower at east corner, looking southwest.
- 8 of 12: North corner at area of infilled window, looking south.
- 9 of 12: Detail of foundation bricks at north corner, looking southwest.
- 10 of 12: Interior from entrance at east corner, looking northwest.

Indianapolis White Castle #3
Name of Property

Marion County, Indiana
County and State

11 of 12: Interior of north office, looking southeast.

12 of 12: Interior window detail, looking southwest from east corner door.

Property Owner:

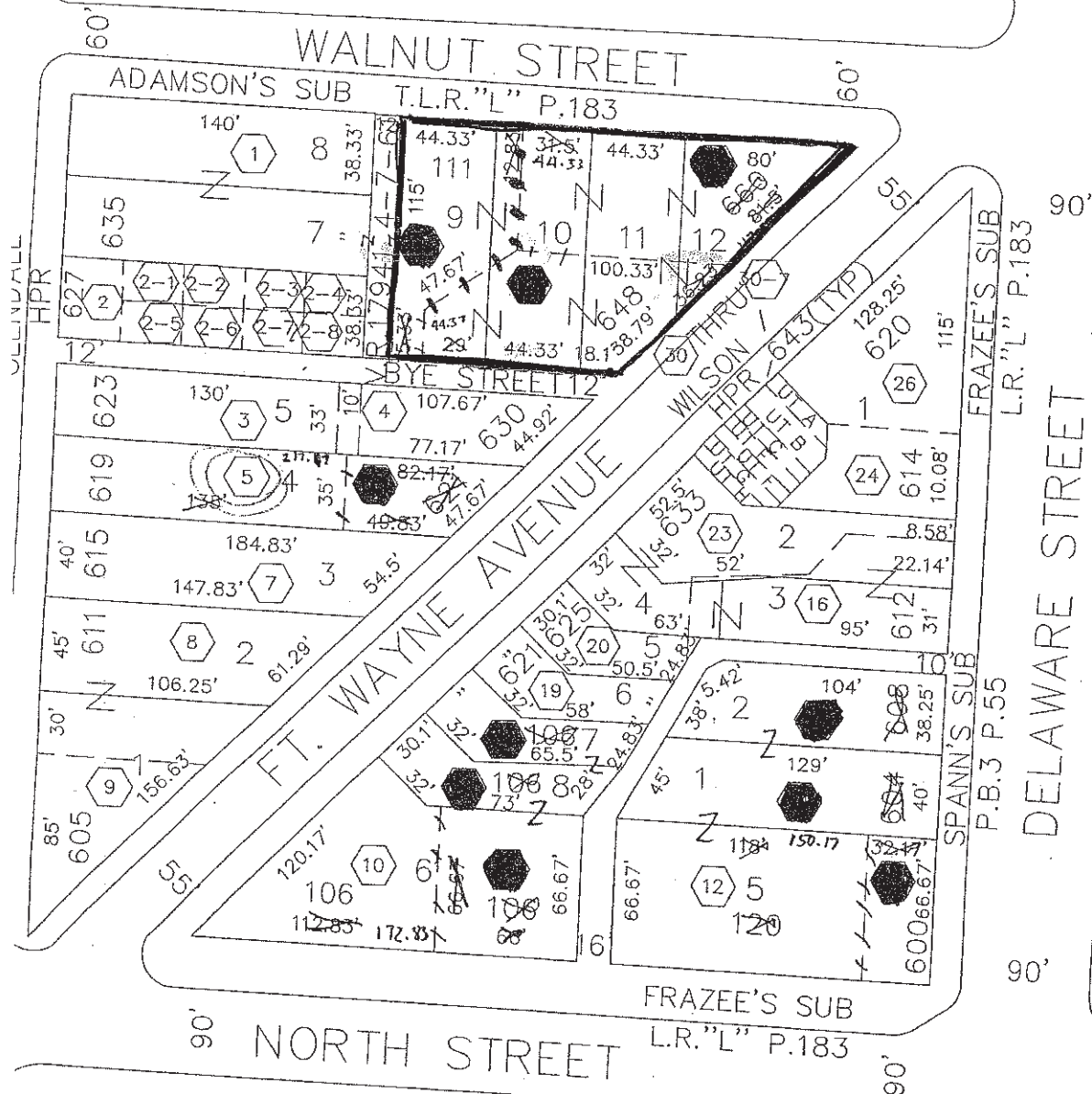
(Complete this item at the request of the SHPO or FPO.)

name State of Indiana State Army Board
street & number 2002 South Holt Road telephone 317-524-9043
city or town Indianapolis state Indiana zip code 46241

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

81-12
OUT LOT 4



proposed boundaries outlined

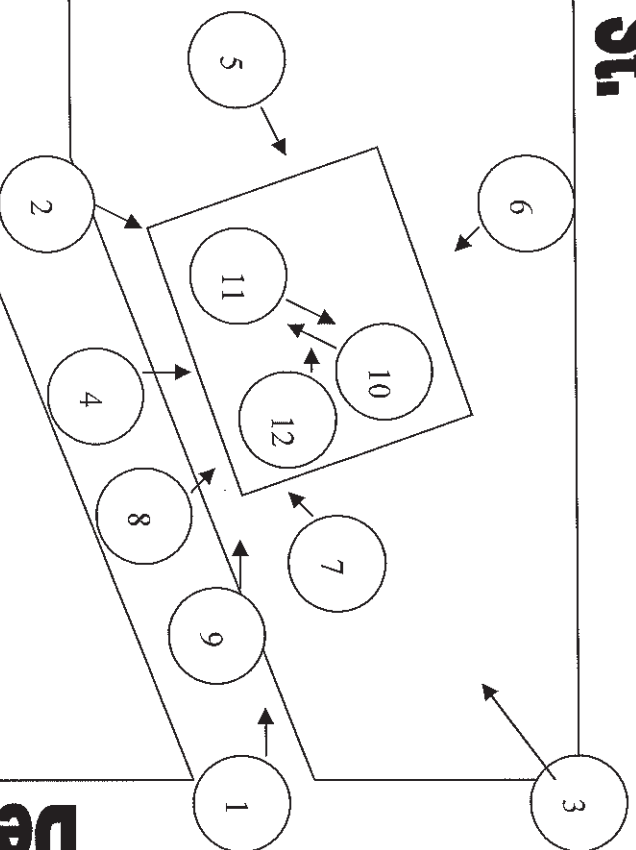
WHITE CASTLE #3

E. Walnut St.

40 and 8 Ave.

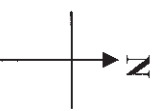
Fort Wayne St.

Delaware St.



- 0001. Northwest and northeast elevations
- 0002. Southwest and southeast elevations
- 0003. Northeast elevation
- 0004. Southeast elevation
- 0005. Southwest elevation
- 0006. Northwest elevation
- 0007. Tower at east corner
- 0008. North corner near infilled window
- 0009. Detail, foundation bricks
- 0010. East corner, interior entrance
- 0011. North office, interior
- 0012. Detail, window

Photos 



Pennsylvania St.



47°30"

4°04' T 16 N

T 15 N

Indianapolis
White Castle #3,
Indianapolis,
Marion County, IN

UTM Reference:
16/572330
4403720

4°02'

4°01'0000N

39°45'

R 3 E R 4 E 74°00'00" E
INTERIOR - GEOLOGICAL SURVEY, RESTON, VIRGINIA - 2002

ROAD CLASSIFICATION

- | | |
|---|--|
| Primary highway
hard surface | Light-duty road, hard or
improved surface |
| Secondary highway
hard surface | Unimproved road |

- Interstate Route
 U.S. Route
 State Route



QUADRANGLE LOCATION

1	2	3	1 Zionsville
			2 Carmel
			3 Fishers
			4 Clermont
4		5	5 Indianapolis East

INDIANAPOLIS WEST, IN

